EXHIBIT U
PART 5 OF 6

Participation in Google

Springer
the language of science
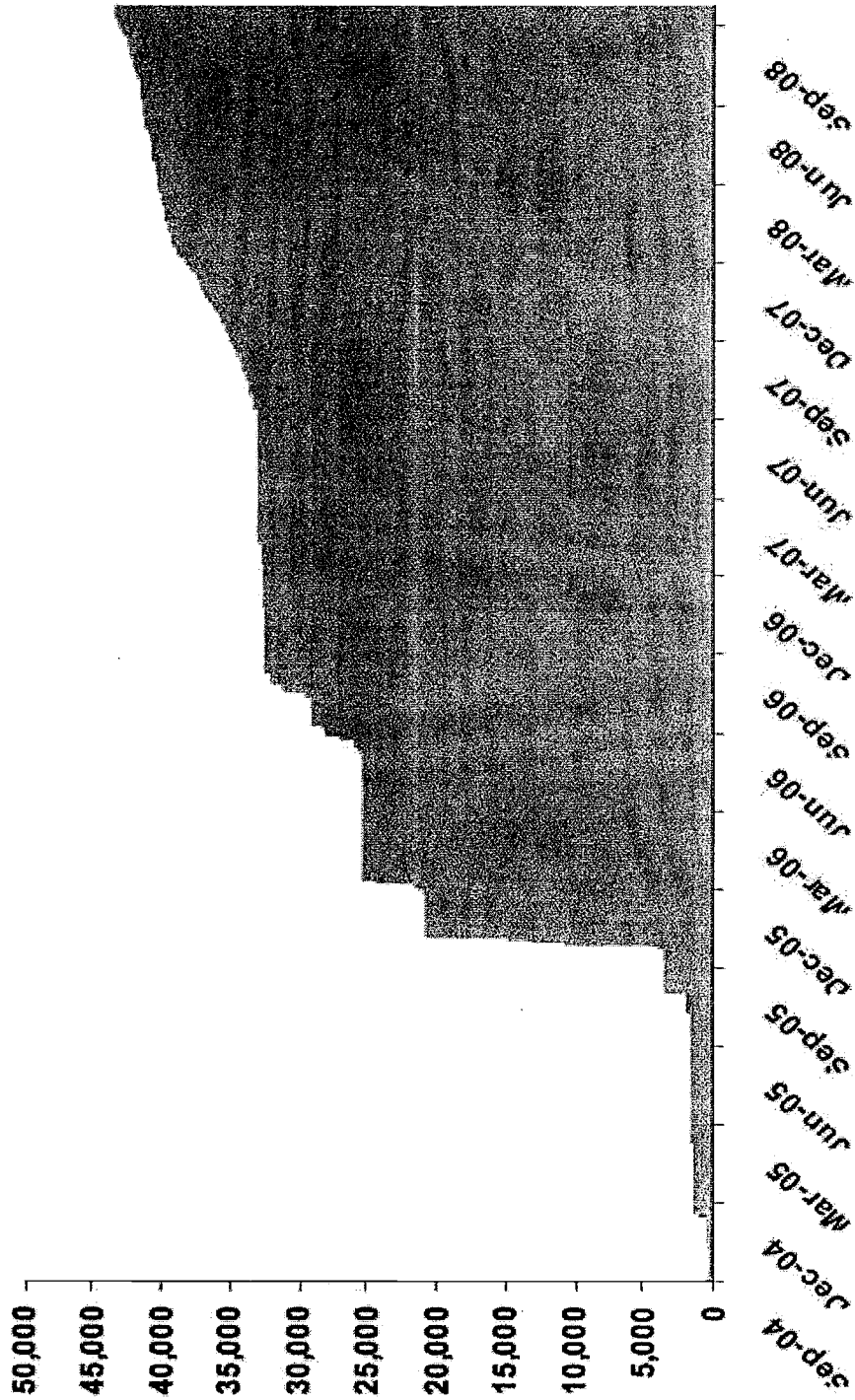
Google and Springer in 2008

More than 37,000 fully
searchable titles in Google

55 million Book Visits (Visitors)

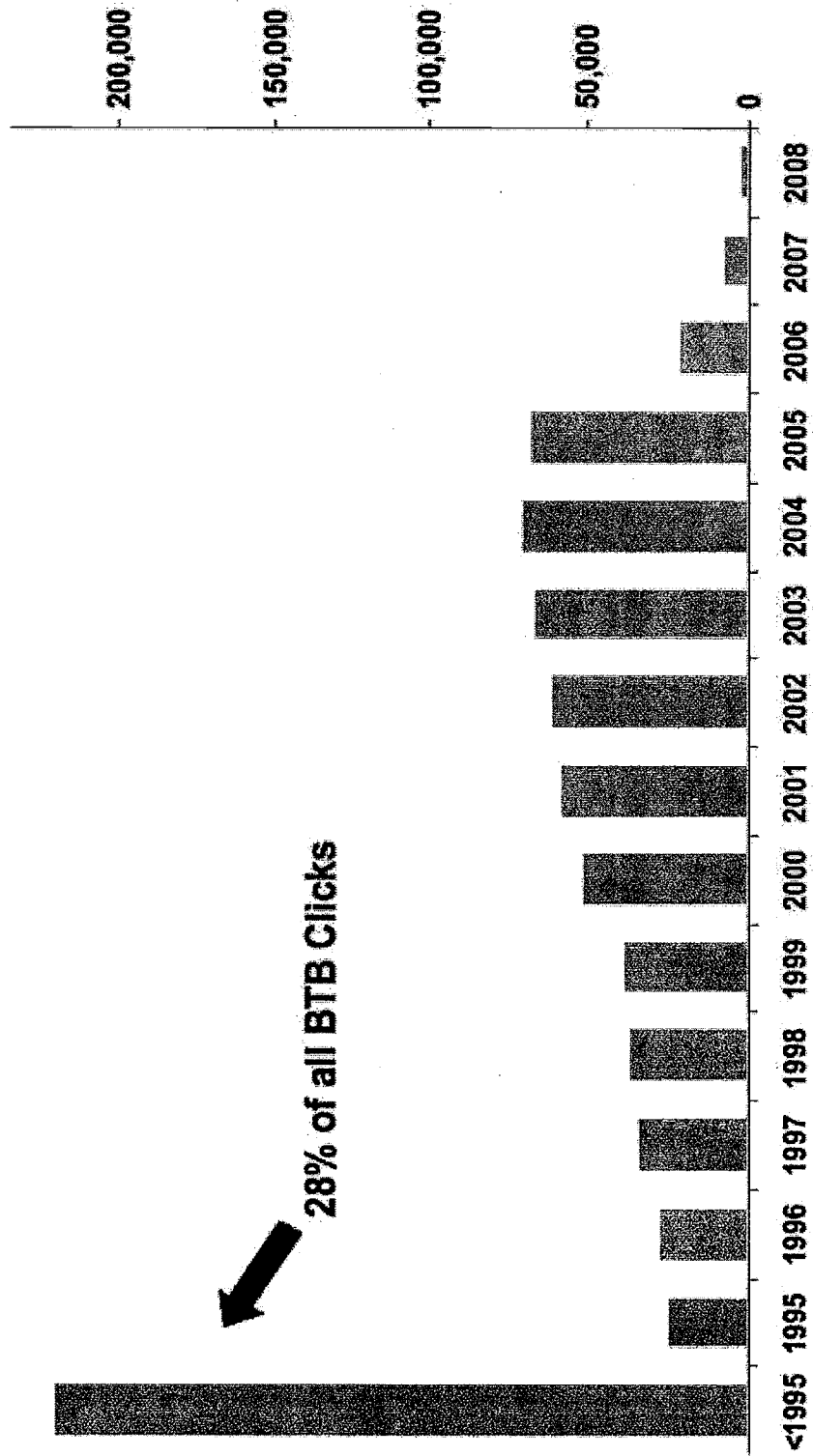343 million   Unique Page Views

800,000   Users Clicked to Buy

99% of the books have been viewed at least once.....!!

89% of the books have received at least one Buy Click

BTB clicks by Publication Year
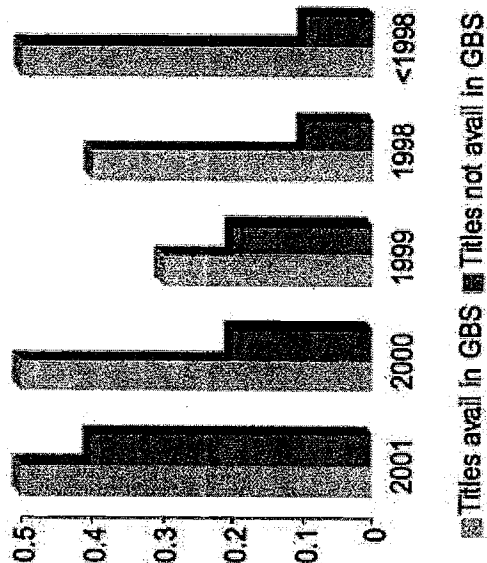
Springer
the language of science

Impact of Google Book Search on Backlist Sales

- Compared sales data from Springer.com (~€1.8 million in revenue)

- Compared sales of books that were in the Google Book Search to sales of titles that were not in the program

- The biggest impact was seen in titles published more than 4 years ago
  — Titles in GBS, especially older titles, performed significantly better than titles not in the program.

Avg Unit Sales Springer.com (Jan-Jul 06) by Year

0.5
0.4
0.3
0.2
0.1
0

2001   2000   1999   1998   <1998

■ Titles avail in GBS   ■ Titles not avail in GBS

Source: https://books.google.com and Springer.com statistics, excl. Apress
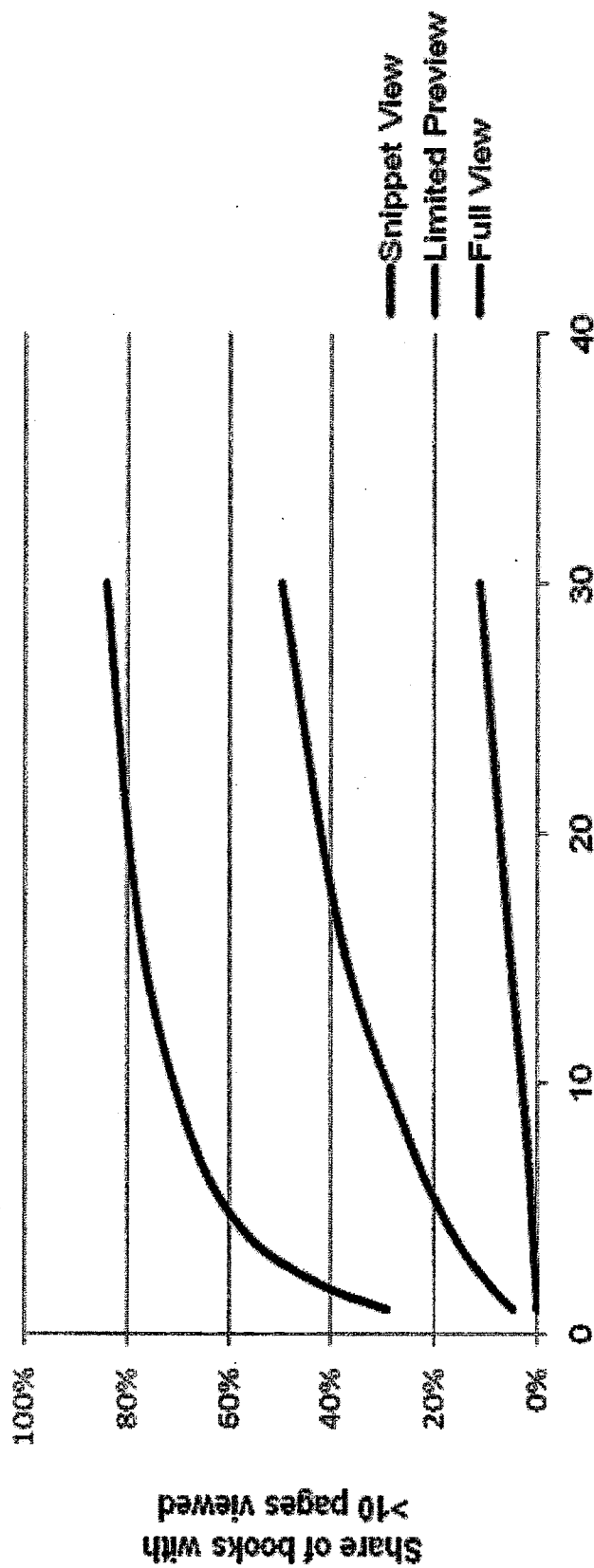
Not just McGraw-Hill, OUP, and Springer...

Google

Every day, users preview

- 40% of partner books
- 17% of public domain books

Every month, users preview

- 81% of partner books
- 78% of public domain books

Share of books with
>10 pages viewed

- Snippet View
- Limited Preview
- Full View

37

Improved Market Intelligence

Google

✓ Visual timeline of traffic data

✓ Interactive charts

✓ Imprint-level reporting

Book views
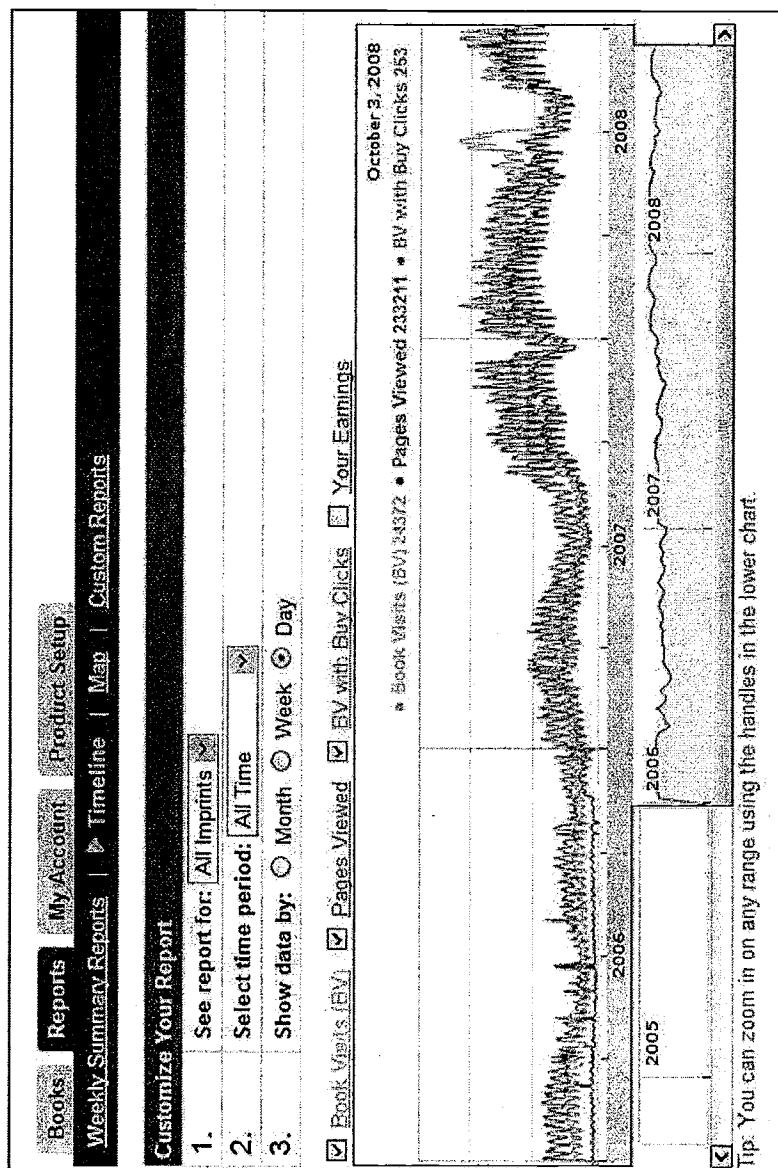
Page views

Traffic by region

Buy the book clicks

Ad revenue

Books | Reports | My Account | Product Setup
Weekly Summary Reports | ▷ Timeline | Map | Custom Reports

Customize Your Report

1. See report for: All Imprints ⯈
2. Select time period: All Time ⯈
3. Show data by: ○ Month ○ Week ◉ Day

☑ Book Visits (BV) ☑ Pages Viewed ☑ BV with Buy Clicks ☐ Your Earnings

October 3, 2008

▪ Book Visits (BV) 34372   ▪ Pages Viewed 233211   ▪ BV with Buy Clicks 253

2006

2005

2006   2007   2008

2005   2007   2008

Tip: You can zoom in on any range using the handles in the lower chart.

The Future

Google

New Insights into Reading and Buying Habits

√ Anonymous, aggregated data could answer the following questions:

√ "How much do cover designs attract users?"

√ "For what books does the Table of Contents affect purchasing decisions?"

√ "What's the impact of negative reviews on book sales?"

√ "Does type size matter?"

√ "Which referring web sites increase sales the most?"

√ "What terms are searched for most often in a book?"

√ "What books do people buy instead of this one?"

√ "Given a book, what other books are people likely to already own?"

√ "What discounts are most effective?"

√ "Which pages are most likely to lead to reading the following page?"

√ "For each of the above questions, how much do they vary by book/genre/ imprint/audience level/geography?"

Google™

From Images to Structure

✓ Our mobile bookreader has an interesting feature: tap to see the original image.

✓ This is an example of distributing content without being limited to the scan.

✓ Ultimate goal: convert images to "original intent" XML.

Google

Lowering the Transaction Costs, part I

Transaction cost: $50; book price $5

purchases	net	
10000	$49950	
1000	$4950	:->
100	$450	:-|
10	$0	:-(
1	($45)	:-<

Google

Lowering the Transaction Costs, part II

Transaction cost: $0.50; book price $5

purchases   **net**

10000	$49999.50	:->
٦)-: 1000	$4999.50	
100	$499.50	:-|
10	$49.50	:-|
1	$4.50	:-|

Lowering the Transaction Costs, part III

Google

Transaction cost: $0.50; book price $1

purchases   **net**

1) - :   10000 $9999.50

1) - :   1000 $999.50

100       $99.50   :-|

10        $9.50   :-|

1         $0.50   :-|

Authors Guild et al. v. Google